

## Remarks

Claims 1-18 remain pending in the present application. Reconsideration and allowance are requested in view of the above amendments and the remarks below. These amendments are being made to facilitate early allowance of the presently claimed subject matter. Applicants do not acquiesce in the correctness of the objections and rejections and reserve the right to pursue the full scope of the subject matter of the original claims in a subsequent patent application that claims priority to the instant application.

Claims 1-4, 8-12, and 16-18 are rejected under 35 U.S.C. 103(a) over Hoyle (U.S. 6,141,010). Claims 5-6 and 13-14 are rejected under 35 U.S.C. 103(a) over Hoyle. Claims 7 and 15 are rejected under 35 U.S.C. 103(a) over Hoyle in view of Nicholas (U.S. 6,865,719). These rejections are defective because Hoyle and Nicholas, taken alone or in combination, fail to disclose each and every feature set forth in the claims.

Independent claim 1 sets forth:

“A method of providing an advertisement to a user over the Internet, comprising the steps of:

obtaining, at a user computer, from an advertisement control server a plurality of web page URLs and associated advertisement information for each of the web page URLs, said advertisement information including an address at which associated advertisement data for the advertisement is stored on an advertisement server, and storing said advertisement information in a local storage on the user computer;

detecting an URL that the user enters on a web browser;

retrieving from the local storage the advertisement information associated with the detected URL;

reading from the advertisement server the associated advertisement data at the advertisement address included in the retrieved advertisement information, and providing the associated advertisement

data from the advertisement server to the user computer over the Internet; and displaying the associated advertisement data in accordance with the advertisement information.

Regarding independent claim 1, Hoyle fails to disclose, *inter alia*, “reading from the advertisement server the associated advertisement data at the advertisement address included in the retrieved advertisement information, and **providing the associated advertisement data from the advertisement server to the user computer over the Internet**; and displaying the associated advertisement data in accordance with the advertisement information.” On the contrary, in Hoyle, banner advertisements are locally stored on the end user’s computer 18 in banner storage 30.

Nicholas fails to remedy the glaring deficiencies of Hoyle.

Accordingly, since Hoyle and Nicholas, taken alone or in combination, fail to teach or suggest each and every feature of independent claim 1 as required by 35 U.S.C. 102(b), Applicants respectfully submit that independent claim 1 and its corresponding dependent claims are allowable. Applicants further submit that independent claims 2, 9, 10, 17, and 18, and any corresponding dependent claims, are allowable for reasons similar to those set forth above with regard to independent claim 1.

With respect to the dependent claims, Applicants herein incorporate the arguments presented above with respect to the independent claims from which the claims depend. The dependent claims are believed to be allowable based on the above arguments, as well as for their own additional features.

For example, with regard to dependent claim 6 (and similarly dependent claim) 14, Hoyle/Nicholas fail to disclose “wherein said step of displaying further comprises the step of **checking a validity of the advertisement** by determining if the effective display period of time for the advertisement to be displayed has expired.”

If the Examiner believes that anything further is necessary to place the application in condition for allowance, the Examiner is requested to contact Applicants’ undersigned representative at the telephone number listed below.

Respectfully submitted,  
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